



**STATEMENT REGARDING**  
***Senate Bill 107: An Act Establishing a Bradley Development Zone***

**Commerce Committee**  
**February 16, 2010**

Good Afternoon Senator LeBeau, Representative Berger and members of the committee. My name is Sandra Johnson and I am Vice President and Director of Business Development, domestic and international, for the MetroHartford Alliance, the Hartford region's lead economic development organization. I lead the business recruitment, retention and expansion efforts for the Hartford Region. I also sit on the Bradley Development League. I am here today to ask your support of Senate Bill 107, *An Act Establishing a Bradley Development Zone*.

As an economic developer, Bradley has the opportunity to bring into our state **new money** – not re-circulated money. Revenue will be generated from new business development spurred by a *Bradley Development Zone*. With direct international air service, we are also ripe to attract other global business for cargo as well as passengers. As an economic developer and to the economic development community, this means - new jobs, capital and talent.

There are a few of other attributes regarding Bradley that I don't often hear discussed and would like to highlight today:

First: We are fortunate that Bradley is geographically well positioned. In this very northern part of the state, the revenue catchment area reaches throughout New England. In addition, it is located at the nexus of a major interstate highway system that further strengthens the potential around the airport for attracting logistics and other types of business and again bringing in new money and jobs.

Second: A *Bradley Development Zone* will foster business growth in support the State's "smart growth" principles.

Third: The four towns of the Bradley Development League are prime examples of regional cooperation and in alignment with the State's strategic planning.

The value of Bradley International Airport as an economic driver for the State and Capitol region cannot be emphasized enough. In 2008, there were over 6.1 million passengers. According to the most recent economic impact analysis, Bradley contributes \$1.2 billion in wages; 18,000 full time jobs and \$4 billion to our State's economy.

As an economic development organization, we meet regularly with potential employers, corporate real estate executives and site selection consultants and we solicit them to help us create jobs in this region. We can confidently say that the asset of hosting New England's second largest airport, surrounded by esteemed corporate partners, over 1,000 acres of undeveloped land and access to a major interstate highway system is invaluable and enviable by most other states.

As the economy has forced you, our legislators, to examine our existing assets and capitalize on their potential, this legislation is a practical way of maximizing a positive economic impact of our flagship airport. By creating a development zone surrounding Bradley International Airport, we open up opportunities not only for the airport itself but for the surrounding municipalities who are also in great need of increased revenue.

The investors in the MetroHartford Alliance are representative of businesses of all sizes, health care providers, and institutions of higher education, as well as 34 municipalities. Our mission is to ensure that the Hartford Region competes aggressively and successfully for jobs capital and talent. On behalf of our investors, we ask for your support of Senate Bill 107: *An Act Establishing a Bradley Development Zone*.

Under the constraints of time today, I do hope you will feel free to call me if you have any further questions or discussion. I can be reached at the MetroHartford Alliance or through Katie Bailey. Thank you for your time.